

GROW WISCONSIN *CREATIVELY*

*developing the economic, educational and civic vitality
of Wisconsin by investing in its creative economy*

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Executive Summary

"Through my 'Grow Wisconsin' plan, we are working hard to foster the growth of business statewide, create high-wage, high-end jobs for our citizens, and build a strong economy from the ground up."

Governor Jim Doyle

In September of 2003, Governor Jim Doyle introduced his Grow Wisconsin plan, which had four major focus areas. They were: **fostering a competitive business climate**, to create fertile conditions for growth; **investing in people**, to help families climb the economic ladder; **investing in Wisconsin businesses**, to encourage job creation; and **making government responsive**, to reform regulations and unleash the economic power of our companies without sacrificing our shared values. With a \$3.2 billion budget deficit to address, Grow Wisconsin focused on traditional economic development methods and addressed the state's business climate, its infrastructure, its current industries and workers.

We believe it is time to realize the full potential of the Grow Wisconsin plan by intentionally addressing Wisconsin's participation in the Creative Economy. Doing so will help Wisconsin meet the Governor's goals more quickly and effectively. The goals of Grow Wisconsin Creatively are:

Goals

- **Invest** in Wisconsin's economic development and community revitalization by using the state's diverse creative resources
- **Assist** in the creation and retention of high-paying jobs based in the creative economy
- **Support** a consistently high-quality educational system that uses creativity in the acquisition of local and global knowledge and understanding, and prepares students for the 21st century workforce.
- **Develop** and **sustain** vital communities that attract creative workers and organizations.

Strategies

- Add Creative Industries to the current set of Wisconsin Industry Clusters.

- Evolve current “Technology Zones” to “Innovation Zones” offer incentives to other members of the creative industry. (Advertising firms, arts incubators, etc.)
- Inventory and support the creative economy assets and strategies that are already working in state agencies.
- Engage local governments, regional economic development professionals, and industry cluster leaders in identifying specifically how the state effectively participate in the creative economy.
- Support local efforts to make communities more attractive to the creative class.
- Encourage communities to work regionally and to tie into the state's regional development efforts such as the "I-94 Corridor."
- Assert the importance of and support educational programs that help students develop critical thinking and creativity.
- Promote these efforts in targeted publications and to current creatives in Wisconsin's universities, colleges, technical schools, and communities at large.
- Promote to creative industry leaders throughout the country that we have significant, world class creative economy elements already – talented people, authentic communities, and world class educational institutions.

Grow Wisconsin Creatively is a public and private action agenda to use the creativity and innovation that are prevalent in Wisconsin as essential tools for local, regional and statewide economic, educational, and civic vitality. It provides the best approach to Wisconsin's participation in the creative economy.